McLane
NORTHEAST
GROCERY DISTRIBUTION
2828 McLANE DRIVE
POST OFFICE BOX 2828
RAINBOWINAVILLE, N.Y.
13027-0020
(315) 638 7600

DATE: July 28, 1994

TO: Jim Papis
Tom Greer
Tom Whanger
Willie McClendon
Mark Burdick
Darlene Brouillard
Connie Buono
Karen Franklin
Ellery Kalina
Robert Kurowski
Terry McCord
Linda Miner
Sherry Spear
Deb Thomas
Tina Voigt

FROM: Marc Miller

SUBJECT: Cigarette Promotion/Opportunities

Attached, you will find two exciting cigarette promotions that we need to aggressively sell to our franchisee and independent customers.

Do not sell to chain accounts sue to pricing conflicts.

These promotions are as follows:

SALEM FOUR (4) CARTON ASSORTED DISPLAY

This program offers a franchise location $.40 off a pack of Salem. Each display consists of (4) four cartons of assorted Salem product. Each pack will be sticker with a $.40 off sticker. The customer is then invoiced $4 less a carton or $16.00 less per display. The order form is attached.

MONARCH BOX PROMOTION

This program offers a franchise location $.30 off a pack of Monarch box. Each display consists of four (4) cartons of assorted Monarch box product. Each pack will be sticker with a $.30 off sticker. The customer is then invoiced $3 less per carton or $12.00 less per display. Order form is attached.

A DIVISION OF McLANE COMPANY, INC

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Source: https://www.industrydocuments.ucsf.edu/docs/xlpm0000

These bookings are to be filled out by the franchisee and then mailed in with your expense reports to the attention of the appropriate account coordinator.

The deadline for all shipments is August 31st. Please get these bookings in ASAP.

For your convenience, we will tally the results by sales person soon after August 31st.

Good selling!

/kw

cc: Jim Curley, Marcel Larochelle, Tom Purcell, Russ Donahue, Sam McClain, Jim Newton, Bob Voshell, Bill Norman, Paul Cox

Keith Myers - RJR

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